

## United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/

District Name Michigan City PS

Evaluation. Date 11/19/2006

District Affiliation 20

**Required Items**

In compliance?  
(Y/N)

1	Link to USPS.org on Home (opening) page	<span style="border: 1px solid black; padding: 2px;">Y</span>
2	Subtitle below squadron name "a unit of United States Power Squadrons ®" Sail and Power Boating	<span style="border: 1px solid black; padding: 2px;">Y</span>
3	(squadron) Link to District Website	<span style="border: 1px solid black; padding: 2px;">Y</span>
4	(district) Links to squadron websites	<span style="border: 1px solid black; padding: 2px;"></span>
5	Privacy statement or link on home page at bottom	<span style="border: 1px solid black; padding: 2px;">Y</span>
6	USPS Trademark reference or link at home page bottom	<span style="border: 1px solid black; padding: 2px;">Y</span>
7	Disclaimer statement or link on home page at bottom	<span style="border: 1px solid black; padding: 2px;">Y</span>
8	Active e-mail link to Webmaster on home page	<span style="border: 1px solid black; padding: 2px;">Y</span>
9	Website must display current information	<span style="border: 1px solid black; padding: 2px;"></span>

**A1 Identify purpose of the squadron/district/USPS**

	range		point range		
			Highest ← → Lowest		
1	0-5	Identify purpose of Unit	5 4 3 2 1 0		4
2	0-1	Identify the purpose of the squadron/district		1 0	1
3	0-2	Identify purpose of USPS		2 1 0	1
Comments: <span style="border: 1px solid black; padding: 2px;">membership handbook should be useful to new members. Nice feature</span>					

**A2) Identification of squadron/district area of activity.**

1	1	Description of location of Unit		1 0	1
2	1	Map showing location		1 0	0
Comments: <span style="border: 1px solid black; padding: 2px;">No map. Good written description</span>					

**A3) Explanation of the benefits of membership**

1	0-3	Description of benefits described		3 2 1 0	2
2	0-2	Links to USPS benefits		2 1 0	0
Comments: <span style="border: 1px solid black; padding: 2px;">Only link was to home page</span>					

**A4) Display of USPS emblems and logos.**

1	1	Ensign		1 0	1
2	1	USPS Wheel		1 0	1
3	1	Activity Triangle		1 0	0
4	1	90th Anniversary Logo		1 0	0
5	0-2	Graphics properly sized.		2 1 0	2
Comments: <span style="border: 1px solid black; padding: 2px;">With a few more logos and emblems the website would be visually more impressive.</span>					

**A5) What we do, show the fun we have.**

1	0-3	Description of the fun we have.		3 2 1 0	0
2	0-3	Photos showing unit activities		4 3 2 1 0	0
Comments: <span style="border: 1px solid black; padding: 2px;">Nothing</span>					

**A6) Presentation of Vessel Safety Check Program**

1	0-2	Explanation of the program	2	1	0	2
2	1	Correct decal - proportionally sized	1	0		1
3	1	Pre-check list provided	1	0		1
4	1	Contact information	1	0		1

Comments: Better than average description of program .

**A7) Contacts for various activities**

1	1	Public boating course contact(s)	1	0		1
2	1	Members course(s) contact(s)	1	0		0
3	1	Event(s) contact(s)	1	0		0

Comments: Entire description of organization on one type written page. Boring

**A8) Current Activities/Educational calendars available**

1	2	Public Boating Course (zero points if contact missing)	2	1	0	1
2	2	Members course(s) (zero points if contact missing)	2	1	0	0
3	2	Events (zero points if contact missing)	2	1	0	0
4		Number of pages with dates over 30 days old. 2				-20
		Deduct 10 points for each page over 30 days old				

Comments: Page for newsletter listing not updated since the Jan 2006 issue

**A9) Identification of the bridge, committee members & contacts**

1	1	Bridge listed	1	0		1
2	1	Bridge photo(s)	1	0		0
3	2	Five (5) of more committee contacts listed	2	1	0	2

Comments: No photos .

**B1) Presentation quality and correctness.**

1	0-3	Readability and Grammer	3	2	1	0	3
2	Calc.	Spelling errors, number.					

1 point reduction per error

Comments: Pages of text. Grammer and spelling OK but presentation very uninteresting

**B2) Quality of photographs and graphics.**

1	0-2	Clear - Undistorted	2	1	0	0
2	0-2	Good color balance (not dark or over exposed)	2	1	0	0
3	0-2	Appropriately sized for application	2	1	0	0

Comments: Need photos to enhance the value of this website. .

**B3) Active Linkages & Navigation**

1	0-2	Ease of Navigation	2	1	0	1
2	0-2	Links easy to identify	2	1	0	
3	0-1	Links identify the subject	2	1	0	
4	Calc.	Broken links, number				

Maximum deduct -10 points

Comments: Only index on home page. Required use of back button to return to index

**B4) Resource Linkages**

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	1
2	0-3	Non-commercial Links, 10 or more for 3 points	3	2	1	0	3
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	3
4	Calc.	Disclaimer statement on Commercial Links page Y or N y					

For the above point determination; 10 or more links 3 points,  
5 to 9 links 2 points, 1 to 4 links 1 point.

If disclaimer statement is missing zero points for this section.

Comments: Best page on the website was the link page .

**B5) Ability to read the message.**

1	0-2	Font - size and style	2	1	0	1
2	0-2	Font color, good contrast	2	1	0	2
3	0-2	Appropriate use of text space	2	1	0	1
4	0-2	Appropriate background. <i>one point for no background</i>	2	1	0	1

*Backgrounds which make reading page difficult zero points.*

Comments: **Variety of text sizes not appealing. Lots of unused space on pages**

**C1) Heading descriptive & appealing**

1	0-3	Home page, unique header (graphic)	3	2	1	0	0
2	0-2	All pages have informative header	2	1	0	0	0

Comments: **Only graphic was USPS logo. No graphical header.**

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	1
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Comments: **Most of the links from the index go to USPS pages, not consistent format**

**C3) Use of photos and/or graphics**

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	0
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Comments: **Opportunity here to add points to the evaluation**

**C4) Animated Graphics**

1	0-3	Use of animated graphics, appropriate and add interest of the website	3	2	1	0	0
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Comments: **nothing**

**D1) Overall impression of quality and effectiveness of the site**

1	0-2	How well did you like the site, was it effective in presenting USPS and the unit to the public	2	1	0	0
2	0-2	If you were a non-member, would this site have increased your interest in USPS?	2	1	0	0
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	0

Comments: **Very uninspiring website. Basic information but many items missing** Hard to tell much about the organization. Needs a complete overhaul

Total Points Scored 20